

ORDER



Orders
Order / Rev: 703820
Alt Order #: 06259517
Product Desc: OBAMA FOR AMERICA
Estimate: 1536
Flight Dates: 09/04/12 - 09/10/12
Original Date / Rev: 08/01/12 / 08/22/12
Order Type: Political

WFMY-TV
Primary AE: Nick Welte
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama For America
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-4
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/03/12	09/09/12	51	\$12,530.00	\$10,650.50
09/10/12	09/16/12	6	\$570.00	\$484.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	57	\$13,100.00	\$11,135.00	0.00
Totals	57	\$13,100.00	\$11,135.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WFMY-TV	30%	\$13,100.00
Market	100%	\$43,666.67

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGHP	27%	\$11,790.00
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	2%	\$873.33
WUNL	0%	\$0.00
WUPN	4%	\$1,746.67
WXII	30%	\$13,100.00
WXLV	7%	\$3,056.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	09/04/12	09/10/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	MTWTF--	:30	2	\$55.00	P-4	0.00	NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--			2		\$55.00		0.00				
E 2	WFMY	09/04/12	09/10/12	M-F 6-8a Good Morning Show	CM	6-8a	MTWTF--	:30	2	\$80.00	P-4	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--			2		\$80.00		0.00				

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WFMY	09/04/12	09/10/12	CBS This Morning CBS This Morning	CM	8-10a	MTWTF--	:30	4	\$40.00	P-4	0.00	NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		4			\$40.00			0.00			
E 4	WFMY	09/09/12	09/09/12	Good Morning Show Sun Good Morning Show Su	CM	6-9a	-----S	:30	1	\$75.00	P-4	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1			\$75.00			0.00			
E 5	WFMY	09/04/12	09/10/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	2	\$100.00	P-4	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		2			\$100.00			0.00			
E 6	WFMY	09/04/12	09/10/12	News2 at Noon News2 at Noon	CM	12-1230p	MTWTF--	:30	2	\$90.00	P-4	0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		2			\$90.00			0.00			
E 7	WFMY	09/04/12	09/10/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	MTWTF--	:30	4	\$120.00	P-4	0.00	NM	4	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		4			\$120.00			0.00			
E 8	WFMY	09/09/12	09/09/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$125.00	P-4	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1			\$125.00			0.00			
E 9	WFMY	09/04/12	09/10/12	M-F 4-5p Ellen Degeneres	CM	4-5p	MTWTF--	:30	3	\$70.00	P-4	0.00	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		3			\$70.00			0.00			
E 10	WFMY	09/04/12	09/10/12	News 2 at 5 News 2 at 5	CM	5-530p	MTWTF--	:30	3	\$150.00	P-4	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		3			\$150.00			0.00			
E 11	WFMY	09/04/12	09/10/12	News 2 at 6 News 2 at 6	CM	6-630p	MTWTF--	:30	3	\$250.00	P-4	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		3			\$250.00			0.00			
E 12	WFMY	09/04/12	09/10/12	CBS Evening News CBS Evening News	CM	630-7p	MTWTF--	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		2			\$900.00			0.00			
E 13	WFMY	09/08/12	09/08/12	News 2 at 6 Saturday News 2 at 6 Saturday	CM	6-630p	-----S-	:30	1	\$110.00	P-4	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1			\$110.00			0.00			
E 14	WFMY	09/09/12	09/09/12	News 2 at 6 Sunday News 2 at 6 Sunday	CM	6-630p	-----S	:30	1	\$110.00	P-4	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1			\$110.00			0.00			
E 15	WFMY	09/04/12	09/10/12	M-F 7-730p Wheel of Fortune	CM	7-730p	MTWTF--	:30	3	\$220.00	P-4	0.00	NM	3	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		3			\$220.00			0.00			
E 16	WFMY	09/04/12	09/10/12	M-F 730-8p Jeopardy	CM	730-8p	MTWTF--	:30	4	\$220.00	P-4	0.00	NM	4	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		4			\$220.00			0.00			
E 17	WFMY	09/08/12	09/08/12	Sat 7-730p Sat Wheel of Fortune	CM	7-730p	-----S-	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 17	WFMY	09/08/12	09/08/12	Sat 7-730p Sat Wheel of Fortune	CM	7-730p	-----S-	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/03/12	09/09/12	-----S-		1			\$100.00		0.00					
E 18	WFMY	09/08/12	09/08/12	Sat 730-8p Sat Jeopardy	CM	730-8p	-----S-	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/03/12	09/09/12	-----S-		1			\$100.00		0.00					
E 20	WFMY	09/04/12	09/04/12	Tue Prime B NCIS: Los Angeles	CM	9-10p	-T-----	:30	1	\$850.00	P-4	0.00	NM	1	\$850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/03/12	09/09/12	-T-----		1			\$850.00		0.00					
E 21	WFMY	09/05/12	09/05/12	Wed Prime A Big Brother 14	CM	8-9p	--W----	:30	1	\$650.00	P-4	0.00	NM	1	\$650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/03/12	09/09/12	--W----		1			\$650.00		0.00					
E 22	WFMY	09/05/12	09/05/12	Wed Prime B Criminal Minds	CM	9-10p	--W----	:30	1	\$650.00	P-4	0.00	NM	1	\$650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/03/12	09/09/12	--W----		1			\$650.00		0.00					
E 23	WFMY	09/06/12	09/06/12	Thu Prime C Person of Interest	CM	10-11p	---T---	:30	1	\$850.00	P-4	0.00	NM	1	\$850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/03/12	09/09/12	---T---		1			\$850.00		0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
	1	WFMY	09/03/12-09/09/12	Thu Prime C		10-11p	---Th-----	:30		(\$850.00)		0.00	NM			
	See MG 23.2															
	[Program change-RNC airs 8/28-8/30 10-11p and DNC airs 9/4-9/6 10-11p. Use Prime Political Program]															
	2	WFMY	09/06/12-09/06/12	Prime Political Program		Tu-Thu 10-11p	---Th-----	:30		\$850.00		0.00	NM			
	Ⓜ MG for 23.1 09/06															
E 24	WFMY	09/07/12	09/07/12	Fri Prime B CSI: NY	CM	9-10p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/03/12	09/09/12	----F--		1			\$800.00		0.00					
E 26	WFMY	09/08/12	09/08/12	Sat Prime C 48 Hours	CM	10-11p	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/03/12	09/09/12	-----S-		1			\$350.00		0.00					
E 27	WFMY	09/09/12	09/09/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/03/12	09/09/12	-----S		1			\$750.00		0.00					
E 28	WFMY	09/04/12	09/10/12	News 2 at 11 News 2 at 11	CM	11-1135p	MTWTFSS	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/04/12	09/10/12	MTWTFSS		5			\$250.00		0.00					
E 29	WFMY	09/04/12	09/10/12	Letterman David Letterman	CM	1135p-1235a	MTWTF--	:30	3	\$90.00	P-4	0.00	NM	3	\$270.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/04/12	09/10/12	MTWTF--		3			\$90.00		0.00					
E 30	WFMY	09/04/12	09/10/12	Late Late Show Late Late Show	CM	1235-135a	MTWTF--	:30	2	\$10.00	P-4	0.00	NM	2	\$20.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	09/04/12	09/10/12	MTWTF--		2			\$10.00		0.00					
Totals														57	\$13,100.00	